

NEW ARRIVAL

(June 2025)



IILM LODHI ROAD LIBRARY

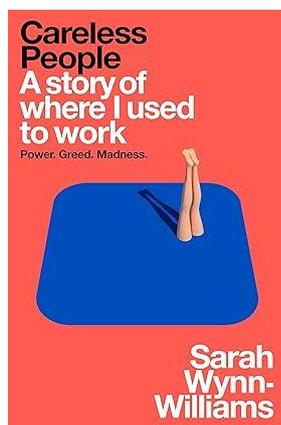


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LODHI ROAD, NEW DELHI

1. Careless People: A story of where I used to work/Sarah Wynn-Williams. 2025. Macmillan

ISBN: 9781035065936

Acc. No.: 9786



Shocking and darkly funny, *Careless People* gives you a front-row seat to the decisions that are shaping our world and the people who make them. Welcome to Facebook.

Sarah Wynn-Williams, a young diplomat from New Zealand, pitched for her dream job. She saw Facebook's potential and knew it could change the world for the better. But, when she got there and rose to its top ranks, things turned out a little different.

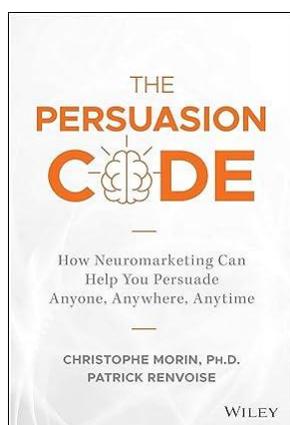
From wild schemes cooked up on private jets to risking prison abroad, *Careless People* exposes both the personal and political fallout when boundless power and a rotten culture take hold. In a gripping and often absurd narrative, Wynn-Williams rubs shoulders with Mark Zuckerberg, Sheryl Sandberg and world leaders, revealing what really goes on among the global elite – and the consequences this has for all of us.

Candid and entertaining, this is an intimate memoir set amid powerful forces. As all our lives are upended by technology and those who control it, *Careless People* will change how you see the world.

2. The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime/Christophe Morin and Patrick Renvoise. 2018. Wiley

ISBN: 9781119440703

Acc. No.: 9793



Most of your attempts to persuade are doomed to fail because the brains of your audience automatically reject messages that disrupt their attention. This book makes the complex science of persuasion simple. Learn to develop better marketing and sales messages based on a scientific model; NeuroMap™. Regardless of your level of expertise in marketing, neuromarketing, neuroscience or psychology: *The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime* will make your personal and business lives more successful by unveiling a credible and practical approach towards creating a breakthrough persuasion strategy.

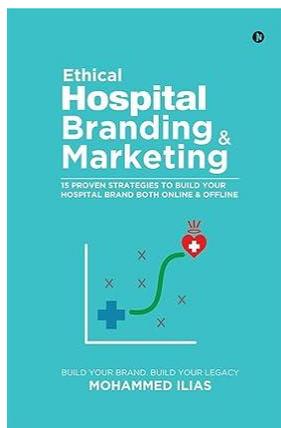
This book will satisfy your interest in neuromarketing, scientific persuasion, sales, advertising effectiveness, website conversion, marketing strategy and sales

presentations. It'll teach you the value of the award-winning persuasion model NeuroMap™ : the only model based on the science of how your customers use their brain to make any decision including a buying decision. You will appreciate why this scientific approach has helped hundreds of companies and thousands of executives achieve remarkable results.

3. Ethical Hospital Branding & Marketing : 15 Proven Strategies to Build Your Hospital Brand Both Online & Offline/Mohammed Ilias. 2021. Notion Press

ISBN: 9781637455197

Acc. No.: 9787-9788

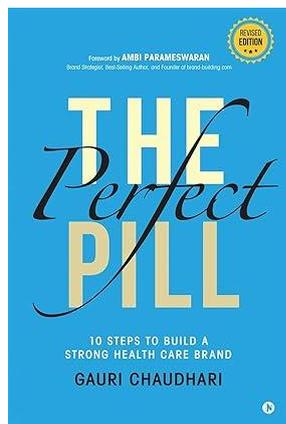


Is Marketing a bad word in healthcare? I don't think so. Marketing has a Noble Responsibility! Governments spend billions of dollars on marketing health awareness to safeguard people against deadly diseases. It's all about the rightful use of marketing that matters. Why do they depend on marketing? Because they know only through the rightful use of marketing, these life-saving messages can reach the masses in no time and save them. If one can dig deeper and understand, it is not marketing, which is bad but human greed. The real nature of marketing is pure - it has all the essentials in making good, reach people faster. Then, where have we gone wrong - it's the approach that matters. Hospitals using retail formats in marketing communication is not a welcome move; in fact, it degrades their brand when people start observing discounts, camps & master health checkups as baits, they lose faith in the hospital. Hospital Marketing is not to create hype but to genuinely help people. No one lives in this world without needing healthcare, but what has to be understood is how you build trust with your marketing communication so that they come to you when they are in need. This book aims to throw light on the true nature of hospital marketing, which is not revealed to hospital owners/ administrators

4. The Perfect Pill : 10 Steps to Build a Strong Health Care Brand/ Gauri Chaudhari. 2023. Notion Press

ISBN: 9798890264510

Acc. No.: 9789-9790



How can I build my brand when it is just another me-too? is the quintessential question asked by pharma and healthcare marketers operating in the branded generic markets. In highly saturated markets with hundreds of similar brands, establishing a competitive edge and building a strong brand is often a challenging task.

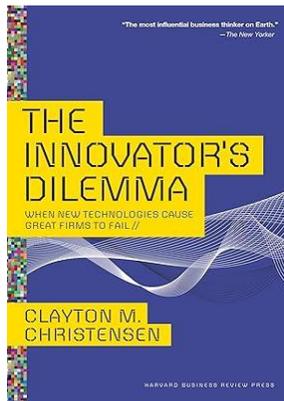
The Perfect Pill propagates a **robust 10-step** healthcare brand-building model that helps you create much-needed differentiation and a unique value proposition for patients and physicians. The steps suggested in the book help establish an

ultimate win-win situation for patients, physicians, and sales and marketing professionals. A must-read for pharmaceutical, medical device, diagnostic, over-the-counter, surgical, hospital, nutrition, and wellness brand marketers

5. The innovator's Dilemma with a new foreword: when new technologies cause/Clayton M Christensen. 2024. HBR

ISBN: 9781647826765

Acc. No.: 9791-9792

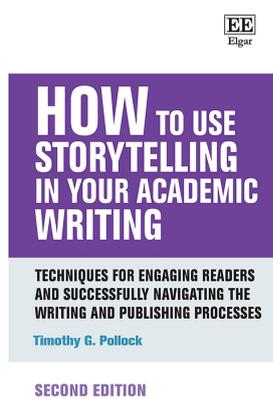


Shows how even the most outstanding companies can do everything right - yet still lose market leadership when they miss out on new waves of innovation. Offering both successes and failures from leading companies as a guide, this book gives you a set of rules for capitalizing on the phenomenon of disruptive innovation. Disruptive Innovation describes a process by which a product or service takes root in simple applications at the bottom of the market—typically by being less expensive and more accessible—and then relentlessly moves upmarket, eventually displacing established competitors.

6. How to Use Storytelling in Your Academic Writing: Techniques for Engaging Readers and Successfully Navigating the Writing and Publishing Processes/Timothy G Pollock. Second Edition. 2025

ISBN-978-1035325887

Acc. No.: 9794



Good writing skills and habits are critical for scholarly success. Every article is a story, and employing effective storytelling techniques enhances scholars' abilities to share their insights and ideas, increasing the impact of their research.

In this timely second edition, Tim Pollock draws on fiction and non-fiction writing tools and techniques to help academic authors enhance the clarity, presentation and flow of their scholarly work. With new chapters focusing on the intricacies of writing developmental reviews and dissertations, the second edition

of *How to Use Storytelling in Your Academic Writing* provides comprehensive discussions illustrating the structural and stylistic factors involved in effective storytelling and how to apply them in writing each section of an academic article. The second edition also expands on important topics such as managing the co-authoring, writing and review processes.
